

BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL

A Business & Marketing Guide for Small Businesses,
Nonprofits and Entrepreneurs or
Anyone Who LOVES Marketing

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CHAPTER 18

GIVEAWAYS

There are two kinds of people out there. The ones that LOVE getting free stuff, regardless of what it is, and the ones that HATE free stuff and view it as junk. It humors me to talk to people and see which side of the coin they are on. My husband and boys LOVE coming home with free stuff. I, on the other hand, get stressed out at the site of them even picking up a “bag of goodies” when we’re at an event. Yes, they LOVE their goodies. No, it doesn’t increase the likelihood that they will purchase the company’s product that spent TONS of money on the goodies. *“But it’s great PR,”* people say. Maybe so. However, PR is free publicity and the stress balls being given away at the local fair certainly weren’t free for the company handing them out.

Whenever I think about giveaways for a company I’m working for, I go through a series of questions. First, is there money to spend on giveaways and, if so, will spending the money potentially result in future sales? An effective giveaway encourages new customers to make a future sale and shows appreciation to current customers, which also encourages future sales. Second, is the item tied into the company and does it make sense? For instance, a handheld fan given away by a doctor who specializes in menopause is definitely tied into the company. When it comes to a giveaway, the more creative the item is, the better the results.

I don’t always need to look for a home, but when I do, I want to have a good realtor. When I meet one at an event and want to remember him or her, I’d be likely to put a magnet they gave me on the side of my fridge so I can refer to it when needed. The cost of that realtor’s magnets would definitely be made up with just one sale. It’s good to note, though, that the realtor that sends me cool things to my email inbox regularly will stay just as top of mind and it will cost them practically nothing. Sure, I may not read them all, especially when they are buried with all the other companies sending me email. But I can easily go do a search in my email inbox when I need them and find who it was I wanted to use to help me buy my house. I can also do that at home or from my mobile phone while out. Unfortunately, I can’t see my magnet when I’m out and want to call. Also, when it comes to referring that realtor, I can more easily give the number to someone from an email search. Giving the person the number from the email I found on my phone also doesn’t require me to remember to follow up when I get home to the

magnet on my fridge.

A pen is a pretty common giveaway. “*People LOVE pens!*” I’m told by those business owners who buy them. Although that’s true, I can’t think of one pen I’ve had from a company that caused me to make a purchase from them. Yes, I LOVE to use some of them and briefly think of the company when I do, but it isn’t where I’m going when I want to find them. (Heck, when I need to find the company, I usually can’t find the pen!).

So, if your goal is to stay top-of-mind and you have the money in your budget to do it, then go for it and purchase a giveaway. Try to be sure, though, it’s something that people will use and be sure that it’s a good quality so it’s not going to frustrate them and be thrown away in a fit of rage. I don’t want my top- of-mind moment to be tied to a fit of rage. Do you?

One of the best kinds of giveaways is your service. At one of the nonprofits I worked for, we’d give a day pass out to those who joined our mailing list. The cost was minimal, especially compared to pens, and it gave people the opportunity to experience our services. When considering giveaways like this, be sure to think of things that don’t provide extra time or expense on your part.

What are some unique ideas for giveaways for your ideal clients?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Where are places you could distribute giveaways (both to potential customers and to current customers)?

[illegible]

What are some giveaways you've gotten from others that you have really liked?

What are some giveaways you've gotten from others that you did NOT like and why?

Notes & Ideas

[illegible]